

Your Door to Mexico! Manny's Mexican Cocina



Manny's Mexican Cocina was part of a revitalization program in downtown Onalaska. Owners Manuel and Lynnae Rivera opened Manny's in a former restaurant that had been closed and was in a severe dilapidated condition. After months of planning and with a LowDoc loan from SBA, Manny's Mexican Cocina opened on July 13, 2000. Since then Manny's has enjoyed phenomenal growth and, to accommodate the continued growth, Manny and Lynnae decided to construct a new and much larger facility (approximately 6,200 square feet) and to own the real estate. In 2002, with the help of a 504-construction loan from SBA, the Rivera's constructed the restaurant in the largest concentrated shopping district between Eau Claire and Madison.

The new restaurant has a full-sized kitchen, which allows Manny's to increase the menu selections. At the new location, they have the ability to host small and large group meetings, receptions, and banquets.

Manuel Rivera was always interested in running a successful Mexican restaurant. He was born and raised in an area of Mexico that had many hotels and restaurants that sparked his interest in owning his own Mexican restaurant. He obtained a degree in hotel/restaurant management in Acapulco, Mexico and oversees the entire operation of Manny's and fills in as cook and bartender as needed. Lynnae has an Associate Degree in Applied Science and worked as a compliance specialist/paralegal in health care, but her career goal has always been to own a restaurant. She has more than twenty years of restaurant experience. She does all of the administrative duties and is the hostess at Manny's. Lynnae believes her paralegal background contributes greatly to owning a restaurant business. Manuel's four brothers are on the management team. Factor and Juan run the kitchen and Ismael and Rafeal are the floor managers.

Manny's Mexican Cocina brings the ambiance and flavors of tropical Mexico to the area in a unique way. In addition to featuring authentic traditional dishes of Mexico, they offer seafood and sauces of the

Pacific Coast. All the dishes are prepared “A La Cocina Fresca” “Made fresh in the kitchen” a Spanish phrase that means exactly what it implies...Freshly made sauces, produce, meats and seafood prepared daily. Manny’s is committed to offering healthy dishes with absolutely no use of any lard or animal fat in the preparation of the food. A popular family favorite in the area is the Friday night fish fry. Manny’s offers their own Mexican version of a fish fry called the “fish tacos”. The fish tacos have always been a favorite on the menu in the area and are a popular item in Mexico and along the Mexican border.

Manny’s is definitely something this region was waiting for. Manny’s is a unique, fine Mexican restaurant with traditional favorites and outstanding seafood entrees. Many of the recipes are handed down from the Rivera family. The restaurant offers a comfortable, friendly atmosphere, where customers can dine in an upbeat Mexican atmosphere to the sounds of traditional and new Latin music. Manny and Lynnae have found the road to success and have traveled it well. The SBA is proud to have been a part of this successful business.



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